

CONTRACT

WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

CROSSROADS MEDIA, LLC
66 CANAL CENTER PLAZA
SUITE 555
ALEXANDRIA, VA 22314

| | | |
|---|---|--|
| <u>Contract / Revision</u> 322646 / | | <u>Alt Order #</u> WOC10031447 |
| <u>Product</u> Crossroads GPS | | |
| <u>Contract Dates</u> 07/30/12 - 08/06/12 | <u>Estimate #</u> 732 | |
| <u>Advertiser</u> CROSSROADS GRASSROOTS POLICY STRA | | <u>Original Date / Revision</u> 08/09/12 / 08/09/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WRC | <u>Account Executive</u> Kaitie Conway | <u>Sales Office</u> Washington DC |
| <u>Special Handling</u> | | |
| <u>Demographic</u> RA18+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 12 | <u>Product Code</u> 11 |
| <u>Agency Ref</u> 02812 | | <u>Advertiser Ref</u> 23242 |

all spots on order - immediately preemptible class of time

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|---|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|------------|
| 1 | WRC | 07/30/12 | 08/06/12 | News 4 @ 4:30a | 430-5a | | :30 | | | VM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 1111--1 | | | | 5 | \$150.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 5 | WRC | 07/30/12-08/05/12 | News 4 @ 4:30a | 430-5a | MTuWTh--Su | :30 | | \$150.00 | VM | | |
| | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | |
| | PREEMPT-CLIENT REQUEST | | | | | | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$150.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 6 | WRC | 08/06/12-08/12/12 | News 4 @ 4:30a | 430-5a | M----- | :30 | | \$150.00 | VM | | |
| | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | |
| | PREEMPT-CLIENT REQUEST | | | | | | | | | | | |
| 2 | WRC | 07/30/12 | 08/06/12 | 5-6A NEWS4 @5AM | 5A-6A | | :30 | | | VM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 11111-- | | | | 5 | \$400.00 | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$400.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 6 | WRC | 08/06/12-08/12/12 | 5-6A NEWS4 @5AM | 5A-6A | M----- | :30 | | \$400.00 | VM | | |
| | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | |
| | PREEMPT-CLIENT REQUEST | | | | | | | | | | | |
| 3 | WRC | 07/30/12 | 08/06/12 | 6-7A NEWS4 @ 6AM | 6A-7A | | :30 | | | VM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 22222-- | | | | 10 | \$1,600.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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| Contract / Revision | Alt Order # |
| 322646 / | WOC10031447 |

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|---------------------|----------------|------------|
| Contract Dates | Product | Estimate # |
| 07/30/12 - 08/06/12 | Crossroads GPS | 732 |

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|-------------------|--------------------------|
| Advertiser | Original Date / Revision |
| CROSSROADS GRASSR | 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|----------------|----------------|--|-------------------|---------------------|-----------------------|-----------------|-----------------------|-----------------------|-------------|-------------|-------|--------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| 1 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 2 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 3 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 4 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 5 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 6 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 7 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 8 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 9 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 10 | WRC | 07/30/12-08/05/12 | 6-7A NEWS4 @ 6AM | 6A-7A | MTuWThF---- | :30 | \$1,600.00 | | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| Week: 08/06/12 | | 08/12/12 | 2----- | 2 | \$1,600.00 | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 11 | WRC | 08/06/12-08/12/12 | 6-7A NEWS4 @ 6AM | 6A-7A | M----- | :30 | \$1,600.00 | | VM | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| | 12 | WRC | 08/06/12-08/12/12 | 6-7A NEWS4 @ 6AM | 6A-7A | M----- | :30 | \$1,600.00 | | VM | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |
| 4 | WRC | 07/30/12 | 08/04/12 | News 4 Sat 6am 6-7a | 6A-7A | | :30 | | | VM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| | Week: 07/30/12 | 08/05/12 | -----1- | 1 | \$600.00 | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WRC | 07/30/12-08/05/12 | News 4 Sat 6am 6-7a | 6A-7A | -----Sa-- | :30 | \$600.00 | | VM | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | |
| | | PREEMPT | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

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FOR NBCE CONTRACTS:

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| Contract / Revision | Alt Order # |
| 322646 / | WOC10031447 |

| | | |
|---------------------|----------------|------------|
| Contract Dates | Product | Estimate # |
| 07/30/12 - 08/06/12 | Crossroads GPS | 732 |

| | |
|-------------------|--------------------------|
| Advertiser | Original Date / Revision |
| CROSSROADS GRASSR | 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|---|-------------------|-------------------|---------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|-------------|-------|--------------|
| 5 | WRC | 07/30/12 | 08/04/12 | Saturday Today 7-9a | 7A-9A | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----1- | | | | 1 | \$1,400.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WRC | 07/30/12-08/05/12 | Saturday Today 7-9a | 7A-9A | -----Sa-- | :30 | | \$1,400.00 | NM | | |
| | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 PREEMPT-CLIENT REQUEST | | | | | | | | | | | |
| 6 | WRC | 07/30/12 | 08/05/12 | Sunday Today 8-9a | 8-9A | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----1 | | | | 1 | \$2,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WRC | 07/30/12-08/05/12 | Sunday Today 8-9a | 8-9A | -----Su | :30 | | \$2,000.00 | NM | | |
| | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | | |
| 7 | WRC | 07/30/12 | 08/05/12 | News 4 Sun 9-10a | 9-10A | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----1 | | | | 1 | \$1,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WRC | 07/30/12-08/05/12 | News 4 Sun 9-10a | 9-10A | -----Su | :30 | | \$1,000.00 | NM | | |
| | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | | |
| 8 | WRC | 07/30/12 | 08/06/12 | 11A-12P MIDDAY NEWS | 11A-12P | | :30 | | | NM | 26 | \$114,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 11111-- | | | | 5 | \$400.00 | | | |

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|-------|------|---|-------------------|------------------------------|----------------|----------------|----------|-----------------------|------|------|-------|--------|
| | Spot | Ch | Start Date | End Date | Description | Start/End Time | Weekdays | Length | Rate | Type | | |
| | 1 | WRC | 07/30/12-08/05/12 | 11A-12P MIDDAY NEWS | 11A-12P | MTuWThF---- | :30 | \$400.00 | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | |
| | 2 | WRC | 07/30/12-08/05/12 | 11A-12P MIDDAY NEWS | 11A-12P | MTuWThF---- | :30 | \$400.00 | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | |
| | 3 | WRC | 07/30/12-08/05/12 | 11A-12P MIDDAY NEWS | 11A-12P | MTuWThF---- | :30 | \$400.00 | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | |
| | 4 | WRC | 07/30/12-08/05/12 | 11A-12P MIDDAY NEWS | 11A-12P | MTuWThF---- | :30 | \$400.00 | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | |
| | 5 | WRC | 07/30/12-08/05/12 | 11A-12P MIDDAY NEWS | 11A-12P | MTuWThF---- | :30 | \$400.00 | VM | | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | |
| | 7 | WRC | 07/30/12-08/05/12 | OLY EARLY MORNING M-F 6A-10A | | MTuWThF---- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 8 | WRC | 07/30/12-08/05/12 | OLY EARLY MORNING M-F 6A-10A | | MTuWThF---- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 9 | WRC | 07/30/12-08/05/12 | OLY EARLY MORNING M-F 6A-10A | | MTuWThF---- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 10 | WRC | 07/30/12-08/05/12 | OLY EARLY MORNING M-F 6A-10A | | MTuWThF---- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 11 | WRC | 07/30/12-08/05/12 | OLY EARLY MORNING M-F 6A-10A | | MTuWThF---- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 12 | WRC | 07/30/12-08/05/12 | OLY EARLY MORNING M-F 6A-10A | | MTuWThF---- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 13 | WRC | 08/06/12-08/06/12 | OLY EARLY MORNING M-F 6A-10A | | M----- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 PREEMPT-CLIENT REQUEST | | | | | | | | | | |
| | 14 | WRC | 08/06/12-08/06/12 | OLY EARLY MORNING M-F 6A-10A | | M----- | :30 | \$2,800.00 | VM | | | |
| | Ⓜ | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 PREEMPT-CLIENT REQUEST | | | | | | | | | | |
| | 15 | WRC | 07/30/12-08/05/12 | 5-7A NEWS | 5-7A | -----SaSu | :30 | \$750.00 | VM | | | |
| | Ⓜ | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 PREEMPT-CLIENT REQUEST | | | | | | | | | | |
| | 16 | WRC | 07/30/12-08/05/12 | 5-7A NEWS | 5-7A | -----SaSu | :30 | \$750.00 | VM | | | |
| | Ⓜ | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 PREEMPT-CLIENT REQUEST | | | | | | | | | | |
| | 17 | WRC | 07/30/12-08/05/12 | OLY WKDAY DYT M-F | 10a-5p | MTuWThF---- | :30 | \$2,000.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 18 | WRC | 07/30/12-08/05/12 | OLY WKDAY DYT M-F | 10a-5p | MTuWThF---- | :30 | \$2,000.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| | 19 | WRC | 07/30/12-08/05/12 | OLY WKDAY DYT M-F | 10a-5p | MTuWThF---- | :30 | \$2,000.00 | VM | | | |
| | Ⓜ | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute the entire agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, this Agreement or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 322646 / | WOC10031447 |

| Contract Dates | Product | Estimate # |
|---------------------|----------------|------------|
| 07/30/12 - 08/06/12 | Crossroads GPS | 732 |

| Advertiser | Original Date / Revision |
|-------------------|--------------------------|
| CROSSROADS GRASSR | 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-----|---|------------------------------|-------------------|---------------------|-----------------------|-----------------|-----------------------|---------------------|-------------|-------|--------|
| 20 | WRC | 07/30/12-08/05/12 | OLY WKDAY DYT M-F | 10a-5p | MTuWThF---- | | :30 | \$2,000.00 | | VM | | |
| | | See MG 10.10, 10.11, 10.12, 10.13 PREEMPT | | | | | | | | | | |
| 21 | WRC | 07/30/12-08/05/12 | OLY WKDAY DYT M-F | 10a-5p | MTuWThF---- | | :30 | \$2,000.00 | | VM | | |
| | | MG for 3.7,3.3,14.2,9.2,3.12,3.4,3.10,9.1,14.6,9.5,3.6,9.6,3.5,14.4,14.1,6.1,14.5,3.1,9.3,14.3,3.11,9.4,3.9,3.2,7.1,4.1,8.3,8.1 | | | | | | | | | | |
| 22 | WRC | 08/02/12-08/02/12 | OLY PRIME +CLSG M-SU | 7P-12a | ----Th---- | | :30 | \$50,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 23 | WRC | 08/02/12-08/03/12 | OLY ACCESS M-SA | 730-8p | ----ThF---- | | :30 | \$5,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 24 | WRC | 08/02/12-08/03/12 | OLY ACCESS M-SA | 730-8p | ----ThF---- | | :30 | \$5,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 25 | WRC | 08/02/12-08/03/12 | OLY EARLY MORNING M-F 6A-10A | | ----ThF---- | | :30 | \$2,800.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 26 | WRC | 08/02/12-08/03/12 | OLY EARLY MORNING M-F 6A-10A | | ----ThF---- | | :30 | \$2,800.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 27 | WRC | 08/02/12-08/03/12 | OLY EARLY MORNING M-F 6A-10A | | ----ThF---- | | :30 | \$2,800.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 28 | WRC | 08/02/12-08/03/12 | OLY EARLY MORNING M-F 6A-10A | | ----ThF---- | | :30 | \$2,800.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 29 | WRC | 08/02/12-08/03/12 | OLY WKDAY DYT M-F | 10a-5p | ----ThF---- | | :30 | \$2,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 30 | WRC | 08/02/12-08/03/12 | OLY WKDAY DYT M-F | 10a-5p | ----ThF---- | | :30 | \$2,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 31 | WRC | 08/02/12-08/03/12 | OLY WKDAY DYT M-F | 10a-5p | ----ThF---- | | :30 | \$2,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 32 | WRC | 08/02/12-08/03/12 | OLY WKDAY DYT M-F | 10a-5p | ----ThF---- | | :30 | \$2,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 33 | WRC | 08/02/12-08/03/12 | 5-6A NEWS4 @ 5AM | 5A-6A | ----ThF---- | | :30 | \$700.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 34 | WRC | 08/02/12-08/02/12 | OLY LT NEWS M-SU | 11p-1230a | ----Th---- | | :30 | \$6,500.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 35 | WRC | 08/02/12-08/03/12 | 6-7P NEWS4 @ 6PM | 6P-7P | ----ThF---- | | :30 | \$1,500.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 36 | WRC | 08/02/12-08/03/12 | OLY WKDAY DYT M-F | 10a-5p | ----ThF---- | | :30 | \$2,000.00 | | VM | | |
| | | MG for 2.6,1.6,13.1,15.4,16.5,18.2,16.11,18.1,5.1,8.15,8.13,12.1,8.14,16.9,11.6,1.5,10.6,8.16 | | | | | | | | | | |
| 37 | WRC | 08/01/12-08/01/12 | OLY WKDAY DYT M-F | 10a-5p | ---W----- | | :30 | \$0.00 | | VM | | |
| | | Bonus | | | | | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$400.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 6 | WRC | 08/06/12-08/12/12 | 11A-12P MIDDAY NEWS | 11A-12P | M----- | :30 | \$400.00 | VM | | |
| | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 PREEMPT | | | | | | | | | | |
| 9 | WRC | 07/30/12 | 08/06/12 | 4-5P NEWS4 @ 4PM | 4P-5P | | :30 | | | VM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | 11111-- | 5 | \$750.00 | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 322646 / | WOC10031447 |

| Contract Dates | Product | Estimate # |
|---------------------|----------------|------------|
| 07/30/12 - 08/06/12 | Crossroads GPS | 732 |

| Advertiser | Original Date / Revision |
|-------------------|--------------------------|
| CROSSROADS GRASSR | 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-------------|-------------------|-------------------|--|-----------------------|-----------------|---------------|-------------|-----------------------|-------------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WRC | 07/30/12-08/05/12 | 4-5P NEWS4 @ 4PM | 4P-5P | MTuWThF---- | :30 | | \$750.00 | VM | | |
| | | | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 2 | WRC | 07/30/12-08/05/12 | 4-5P NEWS4 @ 4PM | 4P-5P | MTuWThF---- | :30 | | \$750.00 | VM | | |
| | | | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 3 | WRC | 07/30/12-08/05/12 | 4-5P NEWS4 @ 4PM | 4P-5P | MTuWThF---- | :30 | | \$750.00 | VM | | |
| | | | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 4 | WRC | 07/30/12-08/05/12 | 4-5P NEWS4 @ 4PM | 4P-5P | MTuWThF---- | :30 | | \$750.00 | VM | | |
| | | | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 5 | WRC | 07/30/12-08/05/12 | 4-5P NEWS4 @ 4PM | 4P-5P | MTuWThF---- | :30 | | \$750.00 | VM | | |
| | | | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| Week: | 08/06/12 | 08/12/12 | 1----- | 1 | \$750.00 | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 6 | WRC | 08/06/12-08/12/12 | 4-5P NEWS4 @ 4PM | 4P-5P | M----- | :30 | | \$750.00 | VM | | |
| | | | | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| 10 | WRC | 07/30/12 | 08/06/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | | :30 | | | VM | 9 | \$14,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | 07/30/12 | 08/05/12 | 11111-- | 5 | \$1,200.00 | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WRC | 07/30/12-08/05/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | MTuWThF---- | :30 | | \$1,200.00 | VM | | |
| | | | | See MG 10.7 | | | | | | | | |
| | | | | DNA-SPORTS OVERRUN | | | | | | | | |
| | 3 | WRC | 07/30/12-08/05/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | MTuWThF---- | :30 | | \$1,200.00 | VM | | |
| | | | | See MG 10.10,10.11,10.12,10.13 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 7 | WRC | 08/01/12-08/03/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | ---WThF---- | :30 | | \$1,200.00 | VM | | |
| | Ⓜ | | | See MG 10.10,10.11,10.12,10.13 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 8 | WRC | 08/01/12-08/01/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | ---W----- | :30 | | \$0.00 | VM | | |
| | ⓔ | | | Bonus | | | | | | | | |
| | 9 | WRC | 08/01/12-08/01/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | ---W----- | :30 | | \$0.00 | VM | | |
| | ⓔ | | | Bonus | | | | | | | | |
| | 10 | WRC | 08/02/12-08/02/12 | OLY LT NEWS M-SU | 11p-1235a | ----Th---- | :30 | | \$5,200.00 | VM | | |
| | Ⓜ | | | MG for 10.3,8.20,16.14,11.3,10.7 | | | | | | | | |
| | 11 | WRC | 08/03/12-08/03/12 | OLY WKDAY DYTM M-F | 10a-5p | -----F---- | :30 | | \$2,000.00 | VM | | |
| | Ⓜ | | | MG for 10.3,8.20,16.14,11.3,10.7 | | | | | | | | |
| | 12 | WRC | 08/03/12-08/03/12 | OLY WKDAY DYTM M-F | 10a-5p | -----F---- | :30 | | \$2,000.00 | VM | | |
| | Ⓜ | | | MG for 10.3,8.20,16.14,11.3,10.7 | | | | | | | | |
| | 13 | WRC | 08/03/12-08/03/12 | OLY WKDAY DYTM M-F | 10a-5p | -----F---- | :30 | | \$2,000.00 | VM | | |
| | Ⓜ | | | MG for 10.3,8.20,16.14,11.3,10.7 | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

| | | |
|---|----------------------------------|--|
| <u>Contract / Revision</u> 322646 / | | <u>Alt Order #</u> WOC10031447 |
| <u>Contract Dates</u> 07/30/12 - 08/06/12 | <u>Product</u> Crossroads GPS | <u>Estimate #</u> 732 |
| <u>Advertiser</u> CROSSROADS GRASSR | | <u>Original Date / Revision</u> 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---|-----|-------------------|-----------------|-------------------------------|-------------------------------|-----------------------|-----------------|-------------------|-----------------------|-------------|-------|------------|
| | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$1,200.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 6 | WRC | 08/06/12-08/12/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | M----- | :30 | \$1,200.00 | VM | | |
| See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | | |
| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | |
| 11 | WRC | 07/30/12 | 08/06/12 | 6-7P NEWS4 @ 6PM | 6P-7P | | :30 | | | VM | 5 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 11111-- | | | | 5 | \$1,800.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 3 | WRC | 07/30/12-08/05/12 | 6-7P NEWS4 @ 6PM | 6P-7P | MTuWThF-- | :30 | \$1,800.00 | VM | | |
| See MG 10.10,10.11,10.12,10.13 | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | |
| | | 7 | WRC | 08/01/12-08/01/12 | 6-7P NEWS4 @ 6PM | 6P-7P | ---W----- | :30 | \$0.00 | VM | | |
| Ⓢ Bonus | | | | | | | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$1,800.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 6 | WRC | 08/06/12-08/12/12 | 6-7P NEWS4 @ 6PM | 6P-7P | M----- | :30 | \$1,800.00 | VM | | |
| See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | | |
| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | |
| 12 | WRC | 07/30/12 | 08/04/12 | 6-630P NEWS4 @ 6P SA W/6-630P | | | :30 | | | VM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----1- | | | | 1 | \$1,000.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 1 | WRC | 07/30/12-08/05/12 | 6-630P NEWS4 @ 6P SA W/6-630P | | -----Sa-- | :30 | \$1,000.00 | VM | | |
| See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | | |
| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | |
| 13 | WRC | 07/30/12 | 08/05/12 | 6-630P NEWS4 @ 6P SU W/6-630P | | | :30 | | | VM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----1 | | | | 1 | \$1,200.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 1 | WRC | 07/30/12-08/05/12 | 6-630P NEWS4 @ 6P SU W/6-630P | | -----Su | :30 | \$1,200.00 | VM | | |
| See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | | |
| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | |
| 14 | WRC | 07/30/12 | 08/06/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | | :30 | | | VM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 11111-- | | | | 5 | \$700.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

| | | |
|---------------------------------------|---------------------------|---|
| Contract / Revision 322646 / | | Alt Order # WOC10031447 |
| Contract Dates 07/30/12 - 08/06/12 | Product Crossroads GPS | Estimate # 732 |
| Advertiser CROSSROADS GRASSR(| | Original Date / Revision 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----------|-------------------|-------------------------|----------------------|----------------|--------|------------------------|------------|----------|------|-------|--------------|------------|----------|------------|-------------|----------------|----------|----------|---------|------|-------------|-----|-------------------|-------------------------|-------------|-------------|-----|------------------------|----|--|--|--|--|--|--|--|--|--|------------------------|--|--|--|--|--|--|--|--|---|-----|-------------------|-------------------------|-------------|-------------|-----|------------------------|----|---|--|--|--|--|--|--|--|--|------------------------|--|--|--|--|--|--|--|--|---|-----|-------------------|-------------------------|-------------|-------------|-----|---------------------|----|--|--|--|--|--|--|--|--|--|---------|--|--|--|--|--|--|--|--|---|-----|-------------------|-------------------------|-------------|-------------|-----|---------------------|----|--|--|--|--|--|--|--|--|--|---------|--|--|--|--|--|--|--|--|---|-----|-------------------|-------------------------|-------------|-------------|-----|---------------------|----|--|--|--|--|--|--|--|--|--|---------|--|--|--|--|--|--|--|--|-------|--|----------|----------|--------|--|--|--|---|----------|--|--|--|
| <table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WRC</td><td>07/30/12-08/05/12</td><td>1135-1237A TONIGHT SHOW</td><td>1135P-1237A</td><td>MTuWThF----</td><td>:30</td><td>\$700.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>2</td><td>WRC</td><td>07/30/12-08/05/12</td><td>1135-1237A TONIGHT SHOW</td><td>1135P-1237A</td><td>MTuWThF----</td><td>:30</td><td>\$700.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>3</td><td>WRC</td><td>07/30/12-08/05/12</td><td>1135-1237A TONIGHT SHOW</td><td>1135P-1237A</td><td>MTuWThF----</td><td>:30</td><td>\$700.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>4</td><td>WRC</td><td>07/30/12-08/05/12</td><td>1135-1237A TONIGHT SHOW</td><td>1135P-1237A</td><td>MTuWThF----</td><td>:30</td><td>\$700.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>5</td><td>WRC</td><td>07/30/12-08/05/12</td><td>1135-1237A TONIGHT SHOW</td><td>1135P-1237A</td><td>MTuWThF----</td><td>:30</td><td>\$700.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td colspan="2">Week:</td><td>08/06/12</td><td>08/12/12</td><td>1-----</td><td></td><td></td><td></td><td>1</td><td>\$700.00</td><td></td><td></td><td></td></tr></table> | | | | | | | | | | | | | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | 1 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | PREEMPT | | | | | | | | | 2 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | PREEMPT | | | | | | | | | 3 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | PREEMPT | | | | | | | | | 4 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | PREEMPT | | | | | | | | | 5 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | PREEMPT | | | | | | | | | Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$700.00 | | | |
| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | WRC | 07/30/12-08/05/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | MTuWThF---- | :30 | \$700.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$700.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Type</th></tr><tr><td>6</td><td>WRC</td><td>08/06/12-08/12/12</td><td>1135-1237A TONIGHT SHOW</td><td>1135P-1237A</td><td>M-----</td><td>:30</td><td>\$700.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21</td></tr><tr><td colspan="9">PREEMPT</td></tr></table> | | | | | | | | | | | | | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | 6 | WRC | 08/06/12-08/12/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | M----- | :30 | \$700.00 | VM | See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | WRC | 08/06/12-08/12/12 | 1135-1237A TONIGHT SHOW | 1135P-1237A | M----- | :30 | \$700.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18,8.19,8.20,8.21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | WRC | 07/30/12 | 08/05/12 | OLY PRIME +CLSG M-SU | 7P-12a | | :30 | | | VM | 3 | \$150,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>07/30/12</td><td>08/05/12</td><td>-1-11-1</td><td>4</td><td>\$50,000.00</td></tr></table> | | | | | | | | | | | | | Start Date | End Date | Weekdays | Spots/Week | Rate | 07/30/12 | 08/05/12 | -1-11-1 | 4 | \$50,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 07/30/12 | 08/05/12 | -1-11-1 | 4 | \$50,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Type</th></tr><tr><td>3</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY PRIME +CLSG M-SU</td><td>7P-12a</td><td>-Tu-ThF--Su</td><td>:30</td><td>\$50,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 15.5</td></tr><tr><td colspan="9">PREEMPT-CLIENT REQUEST</td></tr><tr><td>4</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY PRIME +CLSG M-SU</td><td>7P-12a</td><td>-Tu-ThF--Su</td><td>:30</td><td>\$50,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36</td></tr><tr><td colspan="9">PREEMPT-CLIENT REQUEST</td></tr><tr><td>5</td><td>WRC</td><td>08/03/12-08/03/12</td><td>OLY PRIME +CLSG M-SU</td><td>7P-12a</td><td>-----F----</td><td>:30</td><td>\$50,000.00</td><td>VM</td></tr><tr><td colspan="9">Ⓜ MG for 15.3 08/03</td></tr></table> | | | | | | | | | | | | | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | 3 | WRC | 07/30/12-08/05/12 | OLY PRIME +CLSG M-SU | 7P-12a | -Tu-ThF--Su | :30 | \$50,000.00 | VM | See MG 15.5 | | | | | | | | | PREEMPT-CLIENT REQUEST | | | | | | | | | 4 | WRC | 07/30/12-08/05/12 | OLY PRIME +CLSG M-SU | 7P-12a | -Tu-ThF--Su | :30 | \$50,000.00 | VM | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | PREEMPT-CLIENT REQUEST | | | | | | | | | 5 | WRC | 08/03/12-08/03/12 | OLY PRIME +CLSG M-SU | 7P-12a | -----F---- | :30 | \$50,000.00 | VM | Ⓜ MG for 15.3 08/03 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | WRC | 07/30/12-08/05/12 | OLY PRIME +CLSG M-SU | 7P-12a | -Tu-ThF--Su | :30 | \$50,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 15.5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | WRC | 07/30/12-08/05/12 | OLY PRIME +CLSG M-SU | 7P-12a | -Tu-ThF--Su | :30 | \$50,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | WRC | 08/03/12-08/03/12 | OLY PRIME +CLSG M-SU | 7P-12a | -----F---- | :30 | \$50,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ⓜ MG for 15.3 08/03 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | WRC | 07/30/12 | 08/06/12 | OLY LT NEWS M-SU | 11p-1230a | | :30 | | | VM | 7 | \$34,500.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>07/30/12</td><td>08/05/12</td><td>111----</td><td>3</td><td>\$8,000.00</td></tr></table> | | | | | | | | | | | | | Start Date | End Date | Weekdays | Spots/Week | Rate | 07/30/12 | 08/05/12 | 111---- | 3 | \$8,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 07/30/12 | 08/05/12 | 111---- | 3 | \$8,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute the entire agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 322646 / | WOC10031447 |

| Contract Dates | Product | Estimate # |
|---------------------|----------------|------------|
| 07/30/12 - 08/06/12 | Crossroads GPS | 732 |

| Advertiser | Original Date / Revision |
|-------------------|--------------------------|
| CROSSROADS GRASSR | 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-------------|-------------------|-------------------|---|-----------------------|-----------------|---------------|-------------------|-----------------------|-------------|-------|--------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WRC | 07/30/12-08/05/12 | OLY LT NEWS M-SU | 11p-1230a | MTuW----- | :30 | | \$8,000.00 | VM | | |
| | | | | See MG 16.5,16.6,16.7,16.8,16.9,16.10,16.11,16.12,16.13,16.14 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 2 | WRC | 07/30/12-08/05/12 | OLY LT NEWS M-SU | 11p-1230a | MTuW----- | :30 | | \$8,000.00 | VM | | |
| | | | | See MG 16.5,16.6,16.7,16.8,16.9,16.10,16.11,16.12,16.13,16.14 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 3 | WRC | 07/30/12-08/05/12 | OLY LT NEWS M-SU | 11p-1230a | MTuW----- | :30 | | \$8,000.00 | VM | | |
| | | | | See MG 16.5,16.6,16.7,16.8,16.9,16.10,16.11,16.12,16.13,16.14 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | 1----- | | | | 1 | \$8,000.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 4 | WRC | 08/06/12-08/12/12 | OLY LT NEWS M-SU | 11p-1230a | M----- | :30 | | \$8,000.00 | VM | | |
| | | | | See MG 16.5,16.6,16.7,16.8,16.9,16.10,16.11,16.12,16.13,16.14 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 5 | WRC | 08/06/12-08/12/12 | OLY LT NEWS M-SU | 11p-1230a | M----- | :30 | | \$6,500.00 | VM | | |
| | | | | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | |
| | | | | PREEMPT-CLIENT REQUEST | | | | | | | | |
| | 6 | WRC | 07/30/12-08/05/12 | OLY LT NEWS M-SU | 11p-1230a | MTuW----- | :30 | | \$6,500.00 | VM | | |
| | | | | MG for 17.5,17.3,17.4,17.2,16.3,16.4,16.2,16.1,17.6,17.1 | | | | | | | | |
| | 7 | WRC | 07/30/12-08/05/12 | OLY LT NEWS M-SU | 11p-1230a | MTuW----- | :30 | | \$6,500.00 | VM | | |
| | | | | MG for 17.5,17.3,17.4,17.2,16.3,16.4,16.2,16.1,17.6,17.1 | | | | | | | | |
| | 8 | WRC | 07/30/12-08/05/12 | OLY LT NEWS M-SU | 11p-1230a | MTuW----- | :30 | | \$6,500.00 | VM | | |
| | | | | MG for 17.5,17.3,17.4,17.2,16.3,16.4,16.2,16.1,17.6,17.1 | | | | | | | | |
| | 9 | WRC | 08/06/12-08/12/12 | OLY ACCESS M-SA | 730-8p | M----- | :30 | | \$5,000.00 | VM | | |
| | | | | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | |
| | | | | PREEMPT-CLIENT REQUEST | | | | | | | | |
| | 10 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M-WThFSa-- | :30 | | \$5,000.00 | VM | | |
| | | | | MG for 17.5,17.3,17.4,17.2,16.3,16.4,16.2,16.1,17.6,17.1 | | | | | | | | |
| | 11 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M-WThFSa-- | :30 | | \$5,000.00 | VM | | |
| | | | | See MG 8.22,8.23,8.24,8.25,8.26,8.27,8.28,8.29,8.30,8.31,8.32,8.33,8.34,8.35,8.36 | | | | | | | | |
| | | | | PREEMPT-CLIENT REQUEST | | | | | | | | |
| | 12 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M-WThFSa-- | :30 | | \$5,000.00 | VM | | |
| | | | | MG for 17.5,17.3,17.4,17.2,16.3,16.4,16.2,16.1,17.6,17.1 | | | | | | | | |
| | 13 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M-WThFSa-- | :30 | | \$5,000.00 | VM | | |
| | | | | MG for 17.5,17.3,17.4,17.2,16.3,16.4,16.2,16.1,17.6,17.1 | | | | | | | | |
| | 14 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M-WThFSa-- | :30 | | \$5,000.00 | VM | | |
| | | | | See MG 10.10,10.11,10.12,10.13 | | | | | | | | |
| | | | | PREEMPT | | | | | | | | |
| | 15 | WRC | 08/01/12-08/01/12 | OLY ACCESS M-SA | 730-8p | ---W----- | :30 | | \$0.00 | VM | | |
| | | | | Bonus | | | | | | | | |
| | 17 | WRC | 07/30/12 | 08/06/12 | OLY ACCESS M-SA | 730-8p | :30 | | | VM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | 1-1111- | | | | 5 | \$4,000.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

| | | |
|---------------------------------------|---------------------------|---|
| Contract / Revision 322646 / | | Alt Order # WOC10031447 |
| Contract Dates 07/30/12 - 08/06/12 | Product Crossroads GPS | Estimate # 732 |
| Advertiser CROSSROADS GRASSR | | Original Date / Revision 08/09/12 / 08/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----------|-------------------|-------------------|-------------------|----------------|--------|-----------------------|------------|------|------|-------|--------------|------------|----------|------------|-------------|----------------|----------|----------|--------------|------|------------|-----|-------------------|-------------------|--------|----------------|-----|-----------------------|----|---|--|--|--|--|--|--|--|--|------------------------|--|--|--|--|--|--|--|--|---|-----|-------------------|-------------------|--------|----------------|-----|-----------------------|----|---|--|--|--|--|--|--|--|--|------------------------|--|--|--|--|--|--|--|--|---|-----|-------------------|-----------------|--------|--------------|-----|-----------------------|----|--|--|--|--|--|--|--|--|--|---------|--|--|--|--|--|--|--|--|---|-----|-------------------|-----------------|--------|--------------|-----|-----------------------|----|--|--|--|--|--|--|--|--|--|---------|--|--|--|--|--|--|--|--|---|-----|-------------------|-----------------|--------|--------------|-----|-----------------------|----|--|--|--|--|--|--|--|--|--|---------|--|--|--|--|--|--|--|--|-------|--|----------|----------|------------|---|--|------------|--|--|--|--|--|------|----|------------|-------------|----------------|----------|--------|------|------|---|-----|-------------------|-----------------|--------|------------|-----|-----------------------|----|--|--|--|--|--|--|--|--|--|---------|--|--|--|--|--|--|--|--|
| <table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY ACCESS M-SA</td><td>730-8p</td><td>M- WThFSa- -</td><td>:30</td><td>\$4,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>2</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY ACCESS M-SA</td><td>730-8p</td><td>M- WThFSa- -</td><td>:30</td><td>\$4,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>3</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY ACCESS M-SA</td><td>730-8p</td><td>M- WThFSa- -</td><td>:30</td><td>\$4,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>4</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY ACCESS M-SA</td><td>730-8p</td><td>M- WThFSa- -</td><td>:30</td><td>\$4,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td>5</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY ACCESS M-SA</td><td>730-8p</td><td>M- WThFSa- -</td><td>:30</td><td>\$4,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14</td></tr><tr><td colspan="9">PREEMPT</td></tr><tr><td colspan="2">Week:</td><td>08/06/12</td><td>08/12/12</td><td>1- - - - -</td><td>1</td><td></td><td>\$4,000.00</td><td></td><td></td><td></td><td></td><td></td></tr><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Type</th></tr><tr><td>6</td><td>WRC</td><td>08/06/12-08/12/12</td><td>OLY ACCESS M-SA</td><td>730-8p</td><td>M- - - - -</td><td>:30</td><td>\$4,000.00</td><td>VM</td></tr><tr><td colspan="9">See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14</td></tr><tr><td colspan="9">PREEMPT</td></tr></table> | | | | | | | | | | | | | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | 1 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | PREEMPT | | | | | | | | | 2 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | PREEMPT | | | | | | | | | 3 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | PREEMPT | | | | | | | | | 4 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | PREEMPT | | | | | | | | | 5 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | PREEMPT | | | | | | | | | Week: | | 08/06/12 | 08/12/12 | 1- - - - - | 1 | | \$4,000.00 | | | | | | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | 6 | WRC | 08/06/12-08/12/12 | OLY ACCESS M-SA | 730-8p | M- - - - - | :30 | \$4,000.00 | VM | See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | PREEMPT | | | | | | | | |
| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 2 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 3 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 4 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 5 | WRC | 07/30/12-08/05/12 | OLY ACCESS M-SA | 730-8p | M- WThFSa- - | :30 | \$4,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: | | 08/06/12 | 08/12/12 | 1- - - - - | 1 | | \$4,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | WRC | 08/06/12-08/12/12 | OLY ACCESS M-SA | 730-8p | M- - - - - | :30 | \$4,000.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 16.5, 16.6, 16.7, 16.8, 16.9, 16.10, 16.11, 16.12, 16.13, 16.14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | WRC | 07/30/12 | 08/05/12 | OLY WKEND DAYTIME | 5a-6p | | :30 | | | VM | 0 | \$0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>07/30/12</td><td>08/05/12</td><td>- - - - - 11</td><td>2</td><td>\$4,500.00</td></tr></table> | | | | | | | | | | | | | Start Date | End Date | Weekdays | Spots/Week | Rate | 07/30/12 | 08/05/12 | - - - - - 11 | 2 | \$4,500.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 07/30/12 | 08/05/12 | - - - - - 11 | 2 | \$4,500.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY WKEND DAYTIME</td><td>5a-6p</td><td>- - - - - SaSu</td><td>:30</td><td>\$4,500.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.22, 8.23, 8.24, 8.25, 8.26, 8.27, 8.28, 8.29, 8.30, 8.31, 8.32, 8.33, 8.34, 8.35, 8.36</td></tr><tr><td colspan="9">PREEMPT-CLIENT REQUEST</td></tr><tr><td>2</td><td>WRC</td><td>07/30/12-08/05/12</td><td>OLY WKEND DAYTIME</td><td>5a-6p</td><td>- - - - - SaSu</td><td>:30</td><td>\$4,500.00</td><td>VM</td></tr><tr><td colspan="9">See MG 8.22, 8.23, 8.24, 8.25, 8.26, 8.27, 8.28, 8.29, 8.30, 8.31, 8.32, 8.33, 8.34, 8.35, 8.36</td></tr><tr><td colspan="9">PREEMPT-CLIENT REQUEST</td></tr></table> | | | | | | | | | | | | | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | 1 | WRC | 07/30/12-08/05/12 | OLY WKEND DAYTIME | 5a-6p | - - - - - SaSu | :30 | \$4,500.00 | VM | See MG 8.22, 8.23, 8.24, 8.25, 8.26, 8.27, 8.28, 8.29, 8.30, 8.31, 8.32, 8.33, 8.34, 8.35, 8.36 | | | | | | | | | PREEMPT-CLIENT REQUEST | | | | | | | | | 2 | WRC | 07/30/12-08/05/12 | OLY WKEND DAYTIME | 5a-6p | - - - - - SaSu | :30 | \$4,500.00 | VM | See MG 8.22, 8.23, 8.24, 8.25, 8.26, 8.27, 8.28, 8.29, 8.30, 8.31, 8.32, 8.33, 8.34, 8.35, 8.36 | | | | | | | | | PREEMPT-CLIENT REQUEST | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | WRC | 07/30/12-08/05/12 | OLY WKEND DAYTIME | 5a-6p | - - - - - SaSu | :30 | \$4,500.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | WRC | 07/30/12-08/05/12 | OLY WKEND DAYTIME | 5a-6p | - - - - - SaSu | :30 | \$4,500.00 | VM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| See MG 8.22, 8.23, 8.24, 8.25, 8.26, 8.27, 8.28, 8.29, 8.30, 8.31, 8.32, 8.33, 8.34, 8.35, 8.36 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PREEMPT-CLIENT REQUEST | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | WRC | 07/31/12 | 08/03/12 | 5-6P NEWS 4 @ 5PM | 5P-6P | | :30 | | | VM | 1 | \$1,200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>07/30/12</td><td>08/05/12</td><td>- TWTF - -</td><td>1</td><td>\$1,200.00</td></tr></table> | | | | | | | | | | | | | Start Date | End Date | Weekdays | Spots/Week | Rate | 07/30/12 | 08/05/12 | - TWTF - - | 1 | \$1,200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 07/30/12 | 08/05/12 | - TWTF - - | 1 | \$1,200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Totals | | | | | | | | | | | 60 | \$325,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|---------------------|
| 07/30/12 - 08/06/12 | 60 | \$325,000.00 | \$276,250.00 |
| Totals | 60 | \$325,000.00 | \$276,250.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute the entire agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, this Agreement or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, this Agreement or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising spots on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

| | | |
|---|----------------------------------|--|
| <u>Contract / Revision</u> 322646 / | | <u>Alt Order #</u> WOC10031447 |
| <u>Contract Dates</u> 07/30/12 - 08/06/12 | <u>Product</u> Crossroads GPS | <u>Estimate #</u> 732 |
| <u>Advertiser</u> CROSSROADS GRASSR | | <u>Original Date / Revision</u> 08/09/12 / 08/09/12 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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